



## ***Sales & Marketing Executive***

### **About Aran Biomedical:**

Aran Biomedical is a subsidiary of Integer, one of the largest global medical device contract manufacturers. The company specialises in the development and manufacturing of implants, both finished medical devices and components for short term and long-term use. Our innovative technologies, which include fabrics, braided components, and biomaterial implant coverings, foster a dynamic culture, which delivers next-generation implantable solutions.

### **About the Role:**

This is an excellent opportunity for a candidate looking to progress in a technical sales and marketing role within the medical device industry. Reporting to the Director of Business Development, the candidate will play a key role within the business development function, managing new business opportunities, working with the engineering teams, quoting for design service projects and managing the customer relationships throughout their development projects. The role will also act as the primary marketing site lead, managing the marketing activities for Aran Biomedical, in coordination with Integer's global communications and product marketing group. Candidates must have relevant sales and marketing experience with proven technical acumen, to translate technical topics into meaningful solutions.

### **Duties and Responsibilities**

- **Business Development:** manage business development enquiries, engage in client calls with engineering to discern appropriate solutions. Engage with engineering teams to cost development projects. Issue proposals and convert orders.
- **Customer Relationship Management** - act as the voice of customer and manage client engagement throughout development projects to encourage and develop repeat business.
- **Sales Promotion:** support development of promotional materials including brochures/ sell sheets/ presentations/ infographics and on site promotion.

Manage development and supply of samples for Aran/ Integer sales teams and clients.

- Event Management – Preparation and support of logistics and planning around trade shows attendances, while coordinating event duties with global event team.
- Digital Marketing - maintenance of website using content management system. tracking online metrics, SEO and optimisation of PPC campaigns.
- Marketing Content Creation: in collaboration with corporate communications, develop promotional content (including - video, imagery, and written content), for website, social media, e-newsletters and advertising purposes.
- Market Research – Provide supporting information to the global product marketing teams as it relates to Aran Biomedical markets, competitors, product gaps and pricing analysis.

### **Skills and Experience:**

- Min 2-3 years proven sales or account management experience.
  - Min 2-3 years of marketing experience preferably within a technical business environment.
  - Demonstrate an ability to quickly grasp and articulate technical terminology.
  - Excellent written and oral communication skills.
  - Ability to work on own initiative, multi-task and meet deadlines.
  - Strong relationship/ team player with ability to work collaboratively as a member of a cross functional team.
  - Experienced with videoconferencing and webinar platforms.
  - Experience in Google Analytics and Google Ads.
  - Experiencing using e-newsletter platforms and mail merge techniques.
  - Experience with Adobe Creative Cloud - InDesign, Photoshop, Illustrator is advantageous but not essential.
  - Product photography experience is advantageous but not essential.
  - Creative both in terms of design and a willingness to put forward new ideas.
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